

Marketing Campaign Celebrating u3a Week

An opportunity arose to work with Connect to Support Hampshire (CTSH). Madeline had previously been approached by CTSH to put on a joint event promoting both organisations. As she was stepping down from the u3a Marketing Manager Role, she passed the lead onto me.

Originally CTSH wanted to put a joint event on in August but as I had only just joined the Committee in July, I thought the time line was too tight. Marketing Campaigns working with several partners would usually require 4 months preparation. However, this was a fantastic opportunity to raise awareness of u3a Basingstoke Old Basing.

I persuaded CTSH to move this event back to September which could be doable and Festival Place, Basingstoke Indoor Shopping Centre would provide a central location with footfall.

Running in September during u3a week 16-24 Open Day on 21 September 2023 was agreed.

Tasks:

- Liaise with CTSH who would provide:
 - Free Paid Advertising in Gazette two weeks before event
 - Printed A4 & A5 leaflets (joint design)
 - 2 Pull up Banners to use on the day (generic so re-usable)
 - Free give away pens with u3a and CTSH logo
 - Editorial Feature in Gazette following event
 - Professional Photographer on the Open Day
- Liaise with Festival Place Management Team
 - Free Shop Unit for the Open Day, (with access the previous day to set up)
 - Write-up Risk Assessment, Method Statement, provide u3a Insurance details
 - Tables and Chairs may be provided, Alastair can help with more if needed
 - Digital Display Board Advertising in Festival Place before Open Day
 - Email Press Release to 24,000 customers
- Arrange Committee Members, Volunteers and Groups Leaders to take part
 - Art for All
 - Quiz
 - Pickleball

Excursions & Holidays

Netball

Rounders

Book Club

Advise on Potentially New Groups

- Bring in Charity Partners to attend
Basingstoke NeighbourCare – (already chosen as a working partner by committee sub-group)
Hospital Radio Basingstoke – as above
Basingstoke & Deane Green Team – (new team on big marketing campaign)
- Design Marketing Materials and Flyers
- Distribution of Flyers to other organisations:

Basingstoke Voluntary Action BVA

Basingstoke NeighbourCare

Basingstoke Disability Forum

Morrisons

Sainsbury's

Given Out at Pickleball

Elaine and Alastair also giving out at meetings

Available Monthly Meeting

Facebook Presence with Elaine's help

SSJ Notice Boards

News Edit August & September

- New Publisher Template Design
- Contact made with Group Leads, Charity Partners, Members
- Emailed to all members August & September
- On u3a Website

Hobby Fayre Oakley

Attending Hobby Fayre 9th September in Oakley with committee Member Alastair.